

DUPLICATE

INVOICE



WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
Main: (248)827-7777
Billing: (877)290-6086

www.wxyz.com

Billing Address:

Davis Group (The)
Attention: Accounts Payable
4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Send Payment To:

WXYZ
P.O. Box 643405
Cincinnati, OH 45264-3405

Invoice #	Invoice Date	Invoice Month	Invoice Period
306304-1	10/21/12	October 2012	10/01/12 - 10/15/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Dave Lombardo	EWS - Washing	National

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for MI - Q4 Issue - 1	1085

Flight Dates	Order #	Alt Order #
10/08/12 - 10/21/12	306304	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
13302		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/08/12	10/21/12	Action News 6am	6-7am M-F	-----	:30	0	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 - 1111-- 4 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 10/09/12 6:29 AM Action News 6am 6-7am M-F :30 CMI TV109 \$900.00 NM 2 WXYZ W 10/10/12 6:31 AM Action News 6am 6-7am M-F :30 CMI TV109 \$900.00 NM 3 WXYZ Th 10/11/12 6:19 AM Action News 6am 6-7am M-F :30 CMI TV111 \$900.00 NM 4 WXYZ F 10/12/12 6:28 AM Action News 6am 6-7am M-F :30 CMI TV111 \$900.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WXYZ M 10/15/12 6:08 AM Action News 6am 6-7am M-F :30 CMI TV111 \$900.00 NM									
2	10/08/12	10/21/12	GMA	7-9am M-F	-----	:30	0	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 - 1111-- 4 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 10/09/12 8:53 AM GMA 7-9am M-F :30 CMI TV111 \$900.00 NM 2 WXYZ W 10/10/12 8:54 AM GMA 7-9am M-F :30 CMI TV111 \$900.00 NM 3 WXYZ Th 10/11/12 8:50 AM GMA 7-9am M-F :30 CMI TV109 \$900.00 NM 4 WXYZ F 10/12/12 6:58 AM GMA 7-9am M-F :30 CMI TV109 \$900.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WXYZ M 10/15/12 8:48 AM GMA 7-9am M-F :30 CMI TV109 \$900.00 NM									
3	10/08/12	10/21/12	GMA SAT 7-8am	SAT 7-8am	-----	:30	0	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----- 1- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 10/13/12 7:54 AM GMA SAT 7-8am SAT 7-8am :30 CMI TV111 \$350.00 NM									



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Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q4 Issue - 1	1085	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/08/12	10/21/12	Action News SAT 8am	SAT 8-9am	-----	:30	0	\$350.00	NM
Weeks:	<u>Start Date</u> 10/08/12	<u>End Date</u> 10/14/12	<u>MTWTFSS</u> -----1-	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Sa	10/13/12	8:47 AM	Action News SAT 8am	SAT 8-9am	:30	CMI TV109	\$350.00 NM
5	10/08/12	10/21/12	GMA SUN 7-8am	SUN 7-8am	-----	:30	0	\$350.00	NM
Weeks:	<u>Start Date</u> 10/08/12	<u>End Date</u> 10/14/12	<u>MTWTFSS</u> -----1	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	10/14/12	7:28 AM	GMA SUN 7-8am	SUN 7-8am	:30	CMI TV109	\$350.00 NM
6	10/08/12	10/21/12	Action News SUN 8am	Sun 8-930am	-----	:30	0	\$350.00	NM
Weeks:	<u>Start Date</u> 10/08/12	<u>End Date</u> 10/14/12	<u>MTWTFSS</u> -----1	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	10/14/12	8:41 AM	Action News SUN 8am	Sun 8-930am	:30	CMI TV111	\$350.00 NM
7	10/08/12	10/21/12	View	11am-12pm M-F	-----	:30	0	\$750.00	NM
Weeks:	<u>Start Date</u> 10/08/12	<u>End Date</u> 10/14/12	<u>MTWTFSS</u> -11-1--	<u>Spots/Week</u> 3	<u>Rate</u> \$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Tu	10/09/12	11:44 AM	View	11am-12pm M-F	:30	CMI TV109	\$750.00 NM
2	WXYZ	W	10/10/12		View	11am-12pm M-F	:00		\$750.00 NM
			Credited						
3	WXYZ	F	10/12/12		View	11am-12pm M-F	:00		\$750.00 NM
			Credited						
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> 1-----	<u>Spots/Week</u> 1	<u>Rate</u> \$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WXYZ	M	10/15/12		View	11am-12pm M-F	:00		\$750.00 NM
			Credited						
8	10/08/12	10/21/12	Dr. Oz	4-5pm M-F	-----	:30	0	\$900.00	NM
Weeks:	<u>Start Date</u> 10/08/12	<u>End Date</u> 10/14/12	<u>MTWTFSS</u> -1111--	<u>Spots/Week</u> 4	<u>Rate</u> \$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Tu	10/09/12	4:31 PM	Dr. Oz	4-5pm M-F	:30	CMI TV109	\$900.00 NM
2	WXYZ	W	10/10/12	4:13 PM	Dr. Oz	4-5pm M-F	:30	CMI TV111	\$900.00 NM
3	WXYZ	Th	10/11/12	4:12 PM	Dr. Oz	4-5pm M-F	:30	CMI TV109	\$900.00 NM
4	WXYZ	F	10/12/12	4:21 PM	Dr. Oz	4-5pm M-F	:30	CMI TV111	\$900.00 NM



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Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q4 Issue - 1	1085	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	10/08/12	10/21/12	6-630pm M-F	6-630pm M-F	-----	:30	0	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 - 1111-- 4 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/09/12 6:28 PM 6-630pm M-F 6-630pm M-F :30 CMI TV111 \$1,200.00 NM									
2 WXYZ W 10/10/12 6:14 PM 6-630pm M-F 6-630pm M-F :30 CMI TV109 \$1,200.00 NM									
3 WXYZ Th 10/11/12 6:13 PM 6-630pm M-F 6-630pm M-F :30 CMI TV111 \$1,200.00 NM									
4 WXYZ F 10/12/12 6:23 PM 6-630pm M-F 6-630pm M-F :30 CMI TV109 \$1,200.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 WXYZ M 10/15/12 6:29 PM 6-630pm M-F 6-630pm M-F :30 CMI TV111 \$1,200.00 NM									
10	10/08/12	10/21/12	M-F 7-730p	7-730pm M-F	-----	:30	0	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 - 1111-- 4 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/09/12 7:09 PM M-F 7-730p 7-730pm M-F :30 CMI TV109 \$1,200.00 NM									
2 WXYZ W 10/10/12 7:13 PM M-F 7-730p 7-730pm M-F :30 CMI TV111 \$1,200.00 NM									
3 WXYZ Th 10/11/12 7:15 PM M-F 7-730p 7-730pm M-F :30 CMI TV109 \$1,200.00 NM									
4 WXYZ F 10/12/12 7:09 PM M-F 7-730p 7-730pm M-F :30 CMI TV111 \$1,200.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 WXYZ M 10/15/12 7:14 PM M-F 7-730p 7-730pm M-F :30 CMI TV109 \$1,200.00 NM									
11	10/08/12	10/21/12	Su 6-630p	6-630pm Sun	-----	:30	0	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Su 10/14/12 6:10 PM Su 6-630p 6-630pm Sun :30 CMI TV109 \$750.00 NM									
12	10/08/12	10/21/12	Ent Tonight	730-8pm M-F	-----	:30	0	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 - 1111-- 4 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/09/12 7:47 PM Ent Tonight 730-8pm M-F :30 CMI TV111 \$1,800.00 NM									
2 WXYZ W 10/10/12 7:55 PM Ent Tonight 730-8pm M-F :30 CMI TV109 \$1,800.00 NM									
3 WXYZ Th 10/11/12 7:55 PM Ent Tonight 730-8pm M-F :30 CMI TV111 \$1,800.00 NM									
4 WXYZ F 10/12/12 7:40 PM Ent Tonight 730-8pm M-F :30 CMI TV109 \$1,800.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1----- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 WXYZ M 10/15/12 7:58 PM Ent Tonight 730-8pm M-F :30 CMI TV111 \$1,800.00 NM									
13	10/08/12	10/21/12	Castle	10-11pm Monday	-----	:30	0	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1----- 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/15/12 10:41 PM Castle 10-11pm Monday :30 CMI TV109 \$5,000.00 NM									



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306304-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q4 Issue - 1	1085	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	10/08/12	10/21/12	20/20	10-11pm Friday	-----	:30	0	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----1-- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/12/12 10:49 PM 20/20 10-11pm Friday :30 CMI TV111 \$4,000.00 NM									
15	10/08/12	10/21/12	11pm Action News Updat	11-1135pm M-Sun	-----	:30	0	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -1111-- 4 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 10/09/12 11:11 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV109 \$2,000.00 NM 2 WXYZ W 10/10/12 11:21 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV111 \$2,000.00 NM 3 WXYZ Th 10/11/12 11:26 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV109 \$2,000.00 NM 4 WXYZ F 10/12/12 11:34 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV109 \$2,000.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WXYZ M 10/15/12 11:34 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV111 \$2,000.00 NM									
16	10/08/12	10/21/12	Nightline	1135pm-1205am M	-----	:30	0	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -111--- 3 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 10/09/12 11:52 PM Nightline 1135pm-1205am M :30 CMI TV111 \$750.00 NM 2 WXYZ W 10/10/12 12:01 AM Nightline 1135pm-1205am M :30 CMI TV109 \$750.00 NM 3 WXYZ Th 10/11/12 Nightline 1135pm-1205am M :00 \$750.00 NM Credited									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WXYZ M 10/15/12 12:01 AM Nightline 1135pm-1205am M :30 CMI TV109 \$750.00 NM									
17	10/08/12	10/21/12	The Chew	1-2pm M-F	-----	:30	0	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -1111-- 4 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 10/09/12 1:28 PM The Chew 1-2pm M-F :30 CMI TV111 \$600.00 NM 2 WXYZ W 10/10/12 1:29 PM The Chew 1-2pm M-F :30 CMI TV109 \$600.00 NM 3 WXYZ Th 10/11/12 1:57 PM The Chew 1-2pm M-F :30 CMI TV111 \$600.00 NM 4 WXYZ F 10/12/12 The Chew 1-2pm M-F :00 \$600.00 NM Credited									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WXYZ M 10/15/12 The Chew 1-2pm M-F :00 \$600.00 NM Credited									



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Advertiser	Product	Estimate Number	
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	10/08/12	10/21/12	ABC's Saturday Night Foc	SA 8pm-1130pm	-----	:30	0	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----1- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 10/13/12 ABC's Saturday Night Football SA 8pm-1130pm :00 \$3,000.00 NM See MG 18.2									
2 WXYZ Sa 10/13/12 8:00 PM Nascar 730-1130pm :30 CMI TV111 \$3,000.00 NM MG for 18.1 10/13									
19	10/08/12	10/21/12	Thursday Prime C	10-11pm Thursday	-----	:30	0	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ---1--- 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Th 10/11/12 Thursday Prime C 10-11pm Thursday :00 \$5,000.00 NM Credited									

Total Spots **49** Gross Total **\$62,550.00**

Payment Terms 30 Days

Agency Commission **\$9,382.50**
Net Amount Due **\$53,167.50**